“महाराष्ट्र स्टार्ट-अप वीक (Maharashtra Start-up Week)” आयोजित करण्यासंदर्भातील मार्गदर्शक सूचना.

महाराष्ट्र शासन
कौशल्य विकास व उद्योजकता विभाग,
शासन निर्णय क्रमांक कौविउ-२०१८/प्र.क्र.९५/अभियान-१,
२ रा मजला, मादाम कामा मार्ग, हुतात्मा राजगुरु चौक,
मंत्रालय, मुंबई-४०० ०३२.
दिनांक : २७ जून, २०१८.

वाचा : कौशल्य विकास व उद्योजकता विभाग शासन निर्णय क्रमांक कौविउ-२०१७/प्र.क्र.२४३/अभियान-१, दिनांक ०५/०२/२०१८.

प्रस्तावना :

राज्याच्या औद्योगिक तसेच आर्थिक विकासास चालना देण्यासाठी आणि देशातील बेरोजगारीच्या समस्येवर उपाययोजना करण्यासाठी नाविन्यपूर्ण संकल्पांवर आधारीत उद्योगांना प्रोत्साहन देण्याकरिता विभागाच्या दिनांक ०५/०२/२०१८ रोजीच्या शासन निर्णयान्वये “महाराष्ट्र राज्य नाविन्यपूर्ण स्टार्ट-अप धोरण, २०१८ (Maharashtra State Innovative Start-up Policy, 2018)” ला मान्यता देण्यात आली आहे. सदर धोरणाच्या अनुषंगाने स्टार्ट-अप ना नाविन्यपूर्ण उत्पादने तसेच सेवांचे प्रदर्शन करण्यासाठी शासनाच्या माध्यमातून व्यासपीठ उपलब्ध करुन देणे व स्टार्ट-अपच्या सहकार्याने शासकीय यंत्रणांनी राज्यातील महत्वाच्या सामाजिक व आर्थिक आव्हानांना सामोरे जाण्यासाठी राज्यात दरवर्षी “महाराष्ट्र स्टार्ट-अप वीक (Maharashtra Start-up Week)” साजरा करण्यात येणार आहे. सदर महाराष्ट्र स्टार्ट-अप वीक आयोजित करण्या-संदर्भातील मार्गदर्शक सूचना निर्गमित करण्याची बाब शासनाच्या विचाराधीन होती.

शासन निर्णय :

राज्याच्या औद्योगिक तसेच आर्थिक विकासास चालना देण्यासाठी आणि देशातील बेरोजगारीच्या समस्येवर उपाययोजना करण्यासाठी नाविन्यपूर्ण संकल्पांवर आधारीत उद्योगांना प्रोत्साहन देण्याकरिता “महाराष्ट्र राज्य नाविन्यपूर्ण स्टार्ट-अप धोरण, २०१८ (Maharashtra State Innovative Start-up Policy, 2018)” मंजूर करण्यात आले आहे.

सदर धोरणाच्या अनुषंगाने स्टार्ट-अप ना नाविन्यपूर्ण उत्पादने तसेच सेवांचे प्रदर्शन करण्यासाठी शासनाच्या माध्यमातून व्यासपीठ उपलब्ध करुन देणे व स्टार्ट-अपच्या सहकार्याने शासकीय यंत्रणांनी राज्यातील महत्वाच्या सामाजिक व आर्थिक आव्हानांना सामोरे जाण्यासाठी राज्यात दरवर्षी फेब्रुवारी महिन्यात “महाराष्ट्र स्टार्ट-अप वीक (Maharashtra Start-up Week)” साजरा करण्यात येणार आहे. सदर महाराष्ट्र स्टार्ट-अप वीक आयोजित करण्यासंदर्भातील सोबतच्या परिशिष्ट-अ मधील मार्गदर्शक सूचनांना शासन मान्यता देण्यात येत आहे.

२. सदर मार्गदर्शक सूचनांच्या अनुषंगाने महाराष्ट्र स्टार्ट-अप वीक आयोजित करण्यासंदर्भातील कार्यवाही महाराष्ट्र राज्य नाविन्यता सोसायटीने करावी.

३. सदर शासन निर्णय महाराष्ट्र शासनाच्या www.maharashtra.gov.in या संकेतस्थळावर उपलब्ध करण्यात आला असून त्याचा संकेताक २०१८०६२७१४३४३४४००३ असा आहे. हा आदेश डिजिटल स्वाक्षरीने साक्षांकित करून काढण्यात येत आहे.

महाराष्ट्राचे राज्यपाल यांच्या आदेशानुसार व नावाने.

Baban Sheshrao Mandwe

Digitally signed by Baban Sheshrao Mandwe
DN: c=IN, o=Government Of Maharashtra, ou=Skill Development And Entrepreneurship Department, postalCode=400032, st=Maharashtra, 2.5.4.20=d101a905c7fca95ea9a4a68053d53dda9fcd8b54a203c383517611e96421b187, cn=Baban Sheshrao Mandwe
Date: 2018.06.27 14:40:01 +05'30'

(ब. शो. मांडवे)
उप सचिव, महाराष्ट्र शासन

प्रत,

१. मा.राज्यपालांचे सचिव, राजभवन, मलबार हिल, मुंबई,
२. मा.मुख्यमंत्री यांचे प्रधान सचिव, मंत्रालय, मुंबई,
३. मा.मंत्री, कौशल्य विकास व उद्योजकता यांचे खाजगी सचिव, मंत्रालय, मुंबई,
४. मा.राज्यमंत्री, कौशल्य विकास व उद्योजकता यांचे खाजगी सचिव, मंत्रालय, मुंबई,
५. मा.विरोधी पक्षनेता, विधानपरिषद/विधानसभा यांचे खाजगी सचिव, महाराष्ट्र विधानमंडळ सचिवालय, मुंबई,
६. सर्व विधानपरिषद/विधानसभा सदस्य, महाराष्ट्र विधानमंडळ, मुंबई,
७. मा.मुख्य सचिव, महाराष्ट्र शासन, मंत्रालय, मुंबई,
८. डॉ.रघुनाथ माशेलकर, वरिष्ठ शास्त्रज्ञ, CSIR, नॅशनल केमिकल लॅबोरेटरी, पाषाण रोड, पुणे-४११००८,
९. श्री.रतन टाटा, अध्यक्ष, टाटा ट्रस्ट, मुंबई,

१०. श्रीमती किरण मुजुमदार-शॉ, अध्यक्ष तथा व्यवस्थापकीय संचालक, बायोकॉन लिमिटेड, बंगळुरू, कर्नाटक,
११. प्रधान सचिव/सचिव, विज्ञान व तंत्रज्ञान विभाग, भारत सरकार,
१२. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, वित्त विभाग, मंत्रालय, मुंबई,
१३. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, नियोजन विभाग, मंत्रालय, मुंबई,
१४. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, कृषी विभाग, मंत्रालय, मुंबई,
१५. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, उद्योग विभाग, मंत्रालय, मुंबई,
१६. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, ग्रामिण विकास विभाग, मंत्रालय, मुंबई,
१७. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, नगर विकास विभाग, मंत्रालय, मुंबई,
१८. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, सार्वजनिक आरोग्य विभाग, मंत्रालय, मुंबई,
१९. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, उच्च व तंत्र शिक्षण विभाग, मंत्रालय, मुंबई,
२०. अतिरिक्त मुख्य सचिव/प्रधान सचिव/सचिव, माहिती तंत्रज्ञान संचालनालय, मंत्रालय, मुंबई,
२१. सचिव, कौशल्य विकास व उद्योजकता विभाग, मंत्रालय, मुंबई,
२२. आयुक्त, कौशल्य विकास, रोजगार व उद्योजकता संचालनालय, कोकण भवन, सी.बी.डी. बेलापूर, नवी मुंबई,
२३. आयुक्त, कौशल्य विकास, रोजगार व उद्योजकता तथा सदस्य सचिव, महाराष्ट्र राज्य नाविन्यता सोसायटी, मुंबई.
२४. मुख्य कार्यकारी अधिकारी, महाराष्ट्र राज्य कौशल्य विकास सोसायटी, मुंबई.
२५. सदस्य सचिव, राजीव गांधी सायन्स ॲण्ड टेक्नॉलॉजी कमिशन, मुंबई,
२६. कुलगुरु, मुंबई विद्यापीठ, मुंबई,
२७. कुलगुरु, डॉ.पंजाबराव देशमुख कृषि विद्यापीठ, अकोला,
२८. कुलगुरु, महाराष्ट्र पशु आणि मत्स्यविज्ञान विद्यापीठ, नागपूर,
२९. कुलगुरु, महाराष्ट्र आरोग्य विज्ञान विद्यापीठ, नाशिक,
३०. कुलगुरु, इन्स्टिट्यूट ऑफ केमिकल टेक्नॉलॉजी (ICT), मुंबई,
३१. अध्यक्ष, इंडियन मर्चंटस् चेंबर, मुंबई,
३२. अध्यक्ष, कॉन्फिडरेशन ऑफ इंडियन इंडस्ट्री, मुंबई,
३३. संचालक, इंडियन इन्स्टिट्यूट ऑफ सायन्स एज्युकेशन ॲण्ड रिसर्च (IISER), पुणे,
३४. संचालक, इंडियन इन्स्टिट्यूट ऑफ टेक्नॉलॉजी (IIT), मुंबई,
३५. संचालक, विश्वेश्वरय्या नॅशनल इन्स्टिट्यूट ऑफ टेक्नॉलॉजी (VNIT), नागपूर,
३६. संचालक, इंडियन इन्स्टिट्यूट ऑफ़ मॅनेजमेंट (IIM), नागपूर,
३७. संचालक, महाराष्ट्र हायब्रिड सिड्स कंपनी लिमिटेड (MAHYCO), जालना,
३८. श्री.दिनेश बाबुराव सूर्यवंशी, सहाय्यक प्राध्यापक, श्रीमती नरसम्मा हिरय्या एज्युकेशन ट्रस्टचे आर्टस, कॉमर्स व सायन्स महाविद्यालय, किरण नगर, अमरावती,

३९. महालेखापाल (लेखा व अनुज्ञेयता-१), महाराष्ट्र, मुंबई,
४०. महालेखापाल (लेखा व अनुज्ञेयता-२), महाराष्ट्र, नागपूर,
४१. महालेखापाल (लेखा परीक्षा-१), महाराष्ट्र, मुंबई,
४२. महालेखापाल (लेखा परीक्षा-२), महाराष्ट्र, नागपूर,
४१. अधिदान व लेखा अधिकारी, मुंबई,
४२. निवासी लेखा परीक्षा अधिकारी, मुंबई,
४३. सर्व जिल्हा कोषागार अधिकारी.
४४. सर्व विभागीय आयुक्त,
४५. सर्व जिल्हाधिकारी,
४६. सर्व मुख्य कार्यकारी अधिकारी,
४७. संचालक, व्यवसाय शिक्षण व प्रशिक्षण संचालनालय, महाराष्ट्र राज्य, मुंबई.
४८. सहसंचालक, व्यवसाय शिक्षण व प्रशिक्षण, प्रादेशिक कार्यालय, मुंबई/पुणे/नाशिक/औरंगाबाद/अमरावती/नागपूर,
४९. उपसंचालक, विभागीय मुख्यालय, कौशल्य विकास, रोजगार व उद्योजकता, मुंबई/पुणे/नाशिक/औरंगाबाद/अमरावती/नागपूर,
५०. निवड नस्ती.

परिशिष्ट-अ

Guidelines : Maharashtra Startup Week

MAHARASHTRA STATE INNOVATIVE STARTUP POLICY 2018

Maharashtra State Innovation Society (MSIns)
GOVERNMENT OF MAHARASHTRA | WWW.MSINS.IN

CONTENTS

1. BACKGROUND

1.1. On 5th February, 2018, the **Government of Maharashtra** launched the *Maharashtra State Innovative Startup Policy 2018* with the vision of transforming Maharashtra by catalysing the growth of an innovation-driven entrepreneurial ecosystem to achieve wholesome and inclusive socioeconomic development.

1.2. A key outcome envisaged by the Policy is deepening the engagement between the **Government of Maharashtra** and the Startup ecosystem.

1.3. In order to achieve the aforementioned outcome, the **Maharashtra State Innovation Society (MSInS)** – the nodal authority responsible for implementing the Policy – has envisioned a first-of-its-kind initiative, the **Maharashtra Startup Week**.

2. OBJECTIVES

2.1. To provide Startups with a platform to showcase their products and services in exchange for Government work orders that enable startups to demonstrate "proof of concept".

2.2. To identify innovations developed by the Startup ecosystem and deploy them through the Government machinery to address key socioeconomic challenges.

2.3. To pave the way for access to the B2G (i.e. business-to-Government) market segment for startups in the long-term.

2.4. To ensure that new innovation in various sectors benefit governance and to ensure that government officials remain in knowledge of modern techniques and concepts in service delivery mechanisms in various sectors.

2.5. To handhold select promising startups to expand to overseas markets.

3. PROGRAM

3.1. The **Maharashtra Startup Week** shall be organized annually in the month of February (with exception for the inaugural event which shall be held in June- 2018).

3.2. Every year about seven sectors shall be chosen for the event. Applications shall be invited in these seven sectors selected for a particular year, though startups not falling in any of these may apply in "miscellaneous" category.

3.3. The **Maharashtra Startup Week** shall consist of three phases as follows;

- Call for Applications
- Boot Camp
- Startup Week

3.4. Call for Applications

3.4.1 Each year, the MSInS shall issue a notification in the month of January following which Startups shall have a one-month window to submit their applications.

3.4.2 The submission of the application shall be done online on the MSInS portal i.e. www.msins.in/startupweek in accordance with Proforma-I.

3.4.3 The **Maharashtra Startup Week** shall be marketed through roadshows, social media campaigns and articles and advertisements in traditional media such as radio, television and newspapers in order to reach out to Startups across India.

3.4.4 The publicity drive described above shall be conducted in conjunction with the organizations chosen by the **MSInS** as **Knowledge Partners** for the event.

3.4.5 Following the submission of all applications, they will be evaluated out of a total score of 100, as described by parameters in Proforma-II, by a team comprising representatives appointed by the **MSInS** and the **Knowledge Partners**.

3.5 Boot Camp

3.5.1 Based on the screening process, 100 Startups in total shall be selected as Finalists for the Boot Camp and the Startup Week.

3.5.2 During the weekend preceding the Startup Week, a two-day Boot Camp shall be organized for the 100 Finalists to orient them towards the expectations of the **Government of Maharashtra** and help the Startups fine-tune their pitch.

3.6 Startup Week

3.6.1 The **Maharashtra Startup Week** will be organized over the course of five days.

3.6.2 Each day there shall be two sessions, with a total of ten sessions over the course of 5 days. First session shall be the inaugural and context setting session. Next seven sessions shall be dedicated to seven sectors and 8^{th} session shall be for the miscellaneous sector. Last session shall be for declaration of results, release of work orders for 'proof of concept' opportunities and concluding function.

3.6.3 Each panel shall comprise of at least seven members, with at least two representatives from the **Government of Maharashtra** (ideally a Minister and Secretary-level Official), and remaining from **Knowledge Partners,** experts from industry and/or academia, investors, bankers, etc.

3.6.4 Each Startup shall have 15 minutes for their presentation and any follow-up question and answers with the panel.

3.6.5 During the event, 24 Startups across multiple sectors (three in each sector) shall be selected as Winners as adjudicated by the panellists for the event.

3.6.6 There shall be a parallel session on one of the days of the startup week in which select promising startups would compete to receive handholding and support from MSInS and its partners for expansion of their operations overseas. The startups would pitch their market expansion plan in front an expert panel (refer 3.6.3) and around 5-10

promising startups (apart from 24 startups mentioned above) would be selected as winners.

3.6.7 In parallel with the pitching sessions, various other activities including workshops, panel discussions and networking lunches shall be organised.

4. WORK ORDERS & OTHER SUPPORT

4.1. The 24 Winners shall receive work orders from the **MSInS** of up to a maximum of INR 15 lakhs each (subject to the product and/or service on offer) on behalf of various Departments of the **Government of Maharashtra**.

4.2. The startups selected as winners (apart from the above 24) in the overseas expansion pitch session (ref 3.6.6) shall also receive support of upto INR 15 lakhs for their market development program.

4.3. An amount of up to a maximum of INR 5 crore shall be incurred as expenditure under by the **MSInS**.

4.4. The work orders shall be issued according to the requirements of the **Department** purchasing products and/or services from the Startup, and the nature of said products and/or services.

5. ELIGIBILTY

5.1. Applicants must conform to the Definition of a "Startup" as stated in the *Maharashtra State Innovative Startup Policy 2018.*

5.2. Startups in sectors aligned with the activities of the Government of Maharashtra would be preferred. The following is a list of such sectors:

★ Education & Skilling

★ Healthcare

★ Agriculture

★ Clean Energy, Environment, Water & Waste Mgmt.

★ Governance

★ Smart Infrastructure & Mobility

★ FinTech & Cyber Security

5.3. Applicants must have a "minimum viable product and/or service" and must be ready to demonstrate 'proof of concept'. Idea-stage ventures shall not be considered.

5.4. At least 50% of 24 selected startups shall be registered in Maharashtra.

6. SELECTION CRITERIA

6.1. The following parameters shall be evaluated during the selection process:

- Unique Value Proposition
- Leadership Team
- Social Impact
- Technology Advantage
- Sustainability and Scalability

6.2. Unique Value Proposition

Applicants must demonstrate how their products and/or services are differentiated from offerings of their competitors (should there be any).

6.3. Leadership Team

The abilities, credentials and experience of the Applicant's founders and core team to execute the mandate given to them shall be taken into consideration.

6.4. Social Impact

Applicants' potential to create lasting social impact i.e. tangible improvement in human development indicators of a community or geography and/or progress towards achievement of UN Sustainable Development Goals and/or addressing longstanding socioeconomic issues.

6.5. Technology Advantage

Applicants that develop proprietary technology and/or design innovative use cases for existing technology shall be preferred.

6.6. Sustainability and Scalability

Applicants must have a business model that achieves financial sustainability within a reasonable period of time, while also being scalable to multiple communities and/or geographies.

7. PARTNERS

7.1. The **MSInS** shall invite **Knowledge Partners** for organising the Startup Week. There would be three categories of partners:

- Strategy Partners
- Outreach Partners
- Ecosystem Partners

7.2. Strategy Partners

7.2.1. Strategy Partners shall assist the **MSInS** with all the primary functions of the **Maharashtra Startup Week** including but not restricted to evaluation of applications, identification and on-boarding of Outreach Partners and Ecosystem Partners, identification of experts to serve as panellists, and handholding support to the 24 Winners of the event for of up to 12 months.

7.2.2. Strategy Partners must have a demonstrated commitment and contribution towards the Startup ecosystem with organizational experience of similar events being a preferential requirement.

7.3. Outreach Partners

7.3.1. Outreach Partners shall assist the **MSInS** in marketing the **Maharashtra Startup Week** through events and roadshows, social media campaigns, and articles and advertisements in traditional media such as radio, television and newspapers all across India.

7.3.2. Outreach Partners must have a pan-Maharashtra (preferably pan-India) presence in the digital and/or print media, or event management capabilities, or a well-established network of Startups and/or stakeholders.

7.4. Ecosystem Partners

7.4.1. Ecosystem Partners shall assist the **MSInS** in organising the Boot Camp, serving as panellists for the Startup Week, and providing support to the Startups by way of incubation, investment and/or mentorship.

7.4.2. Ecosystems Partners may include incubators, accelerators, co-working spaces, VC funds, impact investors, angel networks, entrepreneur associations etc.

7.5. The **MSInS** shall enter into a Memorandum of Understanding with each **Knowledge Partner**.

Proforma-I - Online Application Portal

Company Name:*

Company Website:

Place of Registration (State):*

Date of Commencement of Operations:*

(Month)  (Year) 

Maximum Turnover of Any of the Previous Three Financial Years:*

[If the company has been operating for fewer than 12 months, do not annualize the turnover]

Less than 1 Cr

Between 1 Cr & 5 Cr

Between 5 Cr & 10 Cr

Between 10 Cr & 25 Cr

Founders Contact Details:*

Name	Email ID	Contact Number	Add
			+

Please Select up to Three Sectors Relevant to the Operations of the Startup

☐ Education ☐ Skilling ☐ Healthcare ☐ Agriculture

☐ Water ☐ Clean Energy ☐ Waste Mgmt. ☐ Governance

☐ Smart Infra ☐ Cyber Security ☐ Mobility ☐ FinTech

Does the Startup Possess a Minimum Viable Product?*

⦿ Yes ○ No

Briefly Describe the Solutions Offered by Your Startup:* [Max 500 Words]

100 words left...

Before We Read Your Deck, Is There Anything You Wish to Highlight about Your Startup? [Max 100 Words]

50 words left...

Upload Document or Presentation (pdf) of up to 10 Pages:*

[Include information such as profiles of founders, team, mentors, investors, business model, challenges addressed, USP of product and/or service, significant milestones to date, expectations from Government of Maharashtra and (if any) previous collaborations with State or Central Govt.]

Browse Upload

Upload Video (mp4, wav) of up to 5 Minutes:

[Kindly note the sole purpose of the video is for Startups to demonstrate their product and/or service]

Browse Upload

Describe the Impact You Seek to Deliver through Collaboration with the Government of Maharashtra:* [Max 200 Characters]

[Examples: "Improve student learning outcomes in rural schools", "Scale delivery of low-cost healthcare services", "Design sustainable solutions to urban housing"]

100 characters left...

Proforma-II – Evaluation Matrix

SCORE OUT OF	1	2	3	4	5
Unique Value Proposition					
★ Competitive Market Advantage **(x2)**	○	○	○	○	○
★ Problem Identification **(x2)**	○	○	○	○	○
Leadership Team					
★ Founders' Academic Background	○	○	○	○	○
★ Founders' Professional Experience	○	○	○	○	○
★ Other Team Members' Credentials	○	○	○	○	○
★ Investors' and Mentors' Credentials	○	○	○	○	○
Social Impact					
★ Employment Generation **(x2)**	○	○	○	○	○
★ Environmental Sustainability	○	○	○	○	○
★ Enhanced Living Standards	○	○	○	○	○
Technology Advantage					
★ Proprietary Technology **(x2)**	○	○	○	○	○
★ Use of Innovative Technology	○	○	○	○	○
★ Associated IPR	○	○	○	○	○
Sustainability and Scalability					
★ Past Successes **(x2)**	○	○	○	○	○
★ Financial Sustainability	○	○	○	○	○
★ Operational Scalability	○	○	○	○	○